

InnovateSphere Marketing - "Future of Sales" Campaign for SynergyHub

Campaign Objective: To position SynergyHub as the leading AI-driven sales platform and generate 500 marketing qualified leads (MQLs) in Q2 2024.

Target Persona: Sales VPs and Directors in mid-to-enterprise tech companies.

Key Messaging: "Don't just manage sales. Predict them. Power your team with SynergyHub's AI."

Channels & Tactics:

Content Marketing

- Whitepaper:** "The AI Revolution in Sales: A 2024 Market Report."
- Webinars:** Monthly webinars featuring industry experts on topics like "Predictive Forecasting" and "Automating Your Sales Funnel."
- Blog Posts:** Weekly articles on the InnovateSphere blog.

Partnerships: Co-marketing initiatives with leading tech influencers and publications. Our key media partner for this campaign is 'FutureTech Today'.

Digital Advertising

- LinkedIn Ads:** Targeting job titles like "VP of Sales" and "Sales Director." Ad spend budget: \$50,000.
- Google Ads:** Targeting keywords such as "AI CRM" and "sales analytics platform."